

[REDACTED]

From: Colin Molton
Sent: 05 July 2018 08:10
To: [REDACTED]; Nigel Greenhalgh; Kevin Slocombe
Cc: [REDACTED]
Subject: RE: Bristol Arena - Road Show - Setting out the story

Thanks [REDACTED]. I think you've captured what's needed very well and this can help frame our discussion later today. I think we will need help to pull this together. [REDACTED] is attending today, so we can sound him out. Does the Initiative have any money to help kick this off? Colin.

From: [REDACTED]@businesswest.co.uk]
Sent: 04 July 2018 18:17
To: Colin Molton; Nigel Greenhalgh; Kevin Slocombe
Cc: [REDACTED]
Subject: Bristol Arena - Road Show - Setting out the story
Importance: High

Colin, Kevin, Nigel

We are meeting at noon tomorrow to discuss action on this. Given time is short here are some points and thoughts from [REDACTED] and me below– which we have already mentioned to Nigel & Kevin.

Is there now a narrative drafted up which sets out the story? Kevin you mentioned the fly through last week.

We believe this needs to paint an overall compelling new vision for the city going forward – the story of growth, opportunity, investment, progress with particular focuses on hard wiring the benefits into those who need it most – and put out by Marvin. Telling the story from a position of business growth & wider prosperity starting at Bristol Airport – South Bristol – Bristol City Centre – North & East Bristol. Its then within this story that an arena, conferencing centre, 5 star hotel, new homes and the facts around it needs to be told – including where is the best place and why. This will help people to see it in context and get them bought in.

Who is writing this? Is [REDACTED] now on board to provide the skills and support to get this put into the right hands and in the right way? This is going to be needed.

[REDACTED] I and others can help by identifying and approaching a range of individuals/organisations to say things publically to help try and shift the sentiment but we need this story to tell. Otherwise we continue with the discourse we currently have.

For certain people a document or narrative piece setting out this will do – for others and where we can we should try and get them inside the Brabazon Hangers and to hear what YTL plan to do.

Also - [REDACTED] has written to me about the 'Bristol Is' magazine you are producing for October. Whilst this is largely for an inward investor audience it needs to all hang together and read across. Also be in tune, largely the same as the city region narrative.

[REDACTED]

From: Colin Molton <Colin.Molton@bristol.gov.uk>
Sent: 28 June 2018 16:18
To: [REDACTED]@businesswest.co.uk>
Cc: Nigel Greenhalgh <Nigel.Greenhalgh@bristol.gov.uk>; Kevin Slocombe <Kevin.Slocombe@bristol.gov.uk>; [REDACTED]

██████████@businesswest.co.uk>
Subject: Re: Bristol - Road Show

We should get all of those people together in my view ██████████. Colin.

Sent from my iPhone

On 28 Jun 2018, at 16:13, ██████████@businesswest.co.uk> wrote:

Nigel, Colin

I have managed to speak to Kevin further to our chat Nigel.

I suggest we get a little core team together on this on Monday or Tuesday. It needs some pace but also some careful devising to most powerfully lay out the facts and get them communicated/socialised.

It needs a few different voices making the right noises publically but ideally not when they all look linked to each other.

██████████ from ██████████ is someone who has the right sort of skills on the comms, writing and stakeholder management.

██████████ is up for being involved and is v much on same page in terms of where Arena should be and that the city badly needs a serious conference centre by Temple Meads. Suggest we involve him- he has been v close to the excellent work put in to pitch to C4.

Whilst we can perhaps help front/facilitate these briefings and discussions on all this it may be we also involve Bristol cultural development partnership - ██████████ to do this - it and he bring a sense of neutrality to enable people to hear info, ask questions, debate and express what they think.

██████████

Sent from my Samsung Galaxy smartphone.

----- Original message -----

From: Nigel Greenhalgh <Nigel.Greenhalgh@bristol.gov.uk>

Date: 28/06/2018 14:34 (GMT+00:00)

To: Colin Molton <Colin.Molton@bristol.gov.uk>, Kevin Slocombe <Kevin.Slocombe@bristol.gov.uk>

Cc: ██████████@businesswest.co.uk>, ██████████

██████████@businesswest.co.uk>

Subject: Bristol - Road Show

Hi Colin and Kevin

I feel that this is now getting some momentum and we have to act quickly if we are going to get out the messages in a clear and concise manor, to help people understand the facts.

I have spoken to ██████████ and ██████████ and they are both willing to assist and front the road show, with support from BCC. I have listed below how I see it could develop:

- Set out a vision for the city, taking in some of the opportunities we are pursuing at the moment. It is important that this is not seen as the Mayor's vision and I understand that this is being fronted and presented by Marvin soon
- Look at the comparative pros and cons of the two options for the Temple Island site. An Arena or Mixed –use scheme with Conference facility and hotel
- Explain the possible opportunity for an Arena in the Brabazon Hangar

We need some great visuals, very clear and focused facts, which are all in the KPOMG reports, and some well written supporting words and evidence.

Who should we get together to brain-storm this and how soon next week can this be set up?

We need to have an agreed way forward by Thursday next week.

We must make sure that this works in parallel with and complements the comms piece, following our meeting on Tuesday.

Nigel

Nigel Greenhalgh

Arena Consultant

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